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Now what?

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DROPcycle.
And we wrote
you a letter.



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Dear Environmental Major,

We get it. You're the "green roomie." The one who keeps the recycling properly sorted. And you bought a Brita filter because **you can't stand the thought of all that plastic water bottle waste.**

It's people like you who inspired us to create DROPcycle – a company that makes it easier to replace your Brita filters, and, more importantly, to *recycle your old ones.* **Every time you order a new filter, you save \$1 if you give us your old one.** Our recycling buddies then use it to make toothbrushes and generate energy. We call that a win-win.

Responsibly yours,

DROPcycleIV.com



Dear Econ Major,

We get it. You're the practical one in the house. You offer the roomies 2/10, N/30 on beer runs. And you bought a Brita filter because **you saw the enormous cost savings over bottled water.**

With DROPcycle, you don't have to buy filters in bulk to save money. **Every filter costs just \$8 (\$7 if you let us recycle your old one!), tax included.** And since we deliver, that means no gas expenses. Talk about your no-brainer. Plus, we can bill a different roommate every month, or take cash/credit on delivery. **Bye-bye collective action problems.**

Responsibly yours,

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Dear "Undeclared" Major,

We get it. You're busy. Or indecisive. Or lazy. Whatever, no judging here. Point is, you get to things when you get to things. And that includes running errands for silly little stuff like water filters. Still, **that Brita you bought while back-to-school shopping is just sitting there, collecting dust.** Meanwhile, your tap water just keeps tastin' funkier.

Tell you what. Don't get up. **Just send us a text. On Sunday, we'll bring you a new filter.** And charge you less than the store would. And remind you by text when it's time to replace again. Deal? Deal.

Responsibly yours,

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